



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
 Washington, D.C. 20230

OFFICE OF THE ADMINISTRATOR

[Redacted]
 Deputy Director
 Intelligence Community Staff
 Central Intelligence Agency
 Washington, D.C. 20505

Dear [Redacted]

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This is to request your assistance in evaluating responses to the Commerce Business Daily (CBD) announcement soliciting views on commercializing all or parts of the civil land and weather satellite remote sensing systems. This CBD announcement has been sent to the Government Printing Office and is now scheduled for publication on September 10, 1982. A copy of the final draft is enclosed. As you will notice, interested parties must respond by October 22, 1982.

We are establishing a mechanism to review and evaluate responses to the CBD announcement. This mechanism will include defining criteria to be used in evaluating commercialization plans or proposals, developing a numerical rating scheme, testing the criteria and rating scheme, and ultimately evaluating all plans or proposals received.

Commercialization issues may be complex, and could impact a number of Federal agencies either as users of satellite data, or as participants in establishing major national policies. Therefore, we plan to create an ad hoc interagency working group to assist in the review of responses. The Departments of Agriculture, Defense, Interior, and State, the Director of Central Intelligence, the National Aeronautics and Space Administration, and the Office of Management and Budget could each contribute significantly to the review process.

I request that you designate someone to work with us in this important task. This person should be familiar with your organization's program use of remote sensing data and/or with the policy implications of commercialization from your organization's perspective. Demands on the person's time will be kept to a minimum: perhaps a week in late September, and the first or second week immediately following the closing of the CBD announcement period. Depending on the number of proposals received, these time requirements could be reduced or increased a few days. In the event some responses to the announcement require detailed review by technical, financial, or legal specialists, we could work through your representative if your organization's interests are affected. If you are able to designate someone to work with us, please have that person contact Bill Eskite (763-2582) by September 20, 1982. Thank you.

Sincerely yours,

Anthony J. Calio
 Anthony J. Calio
 Deputy Administrator

Enclosure

Not referred to DOC. Waiver
 applies.



DATE:

TO: U.S. Department of Commerce
Office of Field Operations
Commerce Business Daily Section
PO Box 5999
Chicago, Illinois 60680

Transmittal No: _____

US Department of Commerce, NOAA/National Earth Satellite Service,
Washington, D.C. 20233

M--CIVIL OPERATIONAL REMOTE SENSING FROM SPACE

The notice published September 10, 1982, is amended to include the following Preamble:

It is the policy of this Administration to seek commercialization of Governmental activities which are not uniquely Governmental in nature since private enterprise is the primary source of our national economic strength.

The United States Government currently operates civil satellite systems to collect and disseminate remotely sensed weather and land satellite data. This data is used by numerous departments and agencies to perform Government services and is used by the private sector to extract information valuable in that sector. Civil satellite remote sensing is an activity which has a potential for substantially greater commercialization. Private entities have expressed interest in providing the remotely sensed satellite data that is needed by the Government and non-Government users on a commercial basis. The Land Remote Sensing Advisory Committee is currently soliciting other expressions of interest from the private sector for ownership and/or operation.

While it is the current policy of the Administration to seek prompt commercialization of land satellite remote sensing and to retain the civil weather satellites in the Government, that policy will be reexamined if commercialization of both systems is shown to produce cost savings to Federal agencies.

A conference for industry will be held at 9:30 a.m. on September 17, 1982, in Room 4830 of the Herbert C. Hoover Building (formerly the Commerce Building), 14th & Constitution Avenue, N.W., Washington, D.C. Firms planning to attend the conference should notify Mr. Robert L. Birchfield of their intent and the number of persons attending.

This request for information is not subject to the normal clearance functions required in Sec. 3506(c)(5) of P.L. 96-511 (Paperwork Reduction Act).

Ralph P. Conlin
Contracting Officer

DATE: September 3, 1982

TO: U.S. Department of Commerce
Office of Field Operations
Commerce Business Daily Section
PO Box 5999
Chicago, Illinois 60680

Transmittal No: 1298

US Department of Commerce, NOAA/National Earth Satellite Service,
Washington, D.C. 20233

M--CIVIL OPERATIONAL REMOTE SENSING FROM SPACE

The Secretary of Commerce is examining two issues with regard to the nation's civil remote sensing satellites:

1. What is the best mechanism to implement the current policy of transfer of civil land remote sensing systems (LANDSAT) to the private sector as soon as possible?
2. Should the Administration consider simultaneously private sector transfer of both civil weather and land remote sensing systems? (At this time, Administration policy is that civil weather satellite systems should remain in the Government.)

To assist in the process, the Secretary is requesting that the views of private industry be obtained. These views will be analyzed by the Administration and its advisory committee. This committee includes private sector representatives. Based in part on the results of this process, it is planned that a formal Request for Proposals will be prepared.

Private sector representatives are invited to present their views and expressions of interest on ownership and/or operation of

the land and weather satellites and the likelihood of Government savings in either mode and the mechanisms for transfer of these systems to the private sector. All or part of the information provided will be treated as confidential to the extent permitted by law. Offerors should clearly mark those pages of their response that contain proprietary information. The response may include both, either, or any part of either system. The desired information includes:

1. A statement of the recommendations and rationale for transfer of all or any part of these satellite systems.
2. A discussion of the technical and business aspects of any proposed transfer, with particular emphasis on continuity of service and the cost savings to the Government.
3. A description of the terms and conditions that are necessary for a successful transfer. This should include, but not necessarily be limited to:
 - a. Any desirable or undesirable Government regulation.
 - b. Any need for legislation.
 - c. Use of Government facilities, ground stations, and equipment.
 - d. Services to be provided to the Government and public.
 - e. Time frame in which transfer is considered feasible.
4. A description of the proposed remote sensing system and its capabilities (area of coverage, spatial resolution, sensor frequency bands, interval between repeat coverages of a ground site, etc.), including plans regarding direct transmission of data to foreign ground stations and distribution of data to international and domestic customers.

5. Anticipated evolution of new or improved sensing capabilities under the proposed transfer, and recommendations for a means to assure that evolution in any contractual or regulatory vehicle.
6. Response to foreign competition and its effects.
7. Potential for commercial international joint ventures in remote sensing and their implications in the areas of export control and national security.
8. If transfer is recommended for all or part of the civil weather satellite systems, information should be supplied on:
 - a. Assumption of command and control by the Department of Defense in emergencies.
 - b. Effect of providing selected priority service to defense needs when required.
 - c. Feasibility and savings associated with combining weather and land satellite functions (space and/or ground segment), and recommendation.
 - d. Use of existing Government facilities, ground stations, and equipment inventory.
 - e. Use of existing industry facilities, ground stations, and equipment inventory.
 - f. Proposed criteria for launching replacement satellites and selection of orbital parameters.
 - g. Weather satellite service costs under the proposed transfer to permit comparisons with current costs.

- h. A statement of the pricing and data distribution practice (domestically and internationally) that would be employed for weather data.
- i. Intended approach to the evolution of sensor systems still in an R&D stage, such as the VAS on the geostationary weather satellites.
- j. Approach to be used with foreign-supplied instruments, such as the ARGOS and SSU on the polar-orbiting weather satellites.
- k. Approach to respond to the National Weather Service priorities for severe storm data (National Severe Storms Forecast Center in Kansas City and National Hurricane Center in Miami) and for major forecast operations (National Meteorological Center in Camp Springs, Maryland).

A briefing package on the civil remote sensing satellites has been prepared and interested parties may obtain it from Mr. Robert L. Birchfield, Director of Resources and Management Services, National Earth Satellite Service/NOAA, Washington, D.C. 20233. His telephone number is (301) 763-2690. A conference will be held for industry at 9:30 a.m. on September 17, 1982, in Room 4830 of the Herbert C. Hoover Building (formerly the Commerce Building), 14th & Constitution Avenue, N.W., Washington, D.C. Firms planning to attend the conference should notify Mr. Robert L. Birchfield of their intent and the number of persons attending.

Offerors should submit 25 copies of their response to Dr. John H. McElroy, Assistant Administrator for Satellite, National

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Earth Satellite Service/NOAA, Washington, D.C. 20233, no later than October 22, 1982. Dr. McElroy's phone number is (301) 763-5240. This request for information does not commit the Government to pay any costs incurred for the preparation of a response.

Queries may be addressed to either of the above.

This request for information is not subject to the normal clearance functions required in Sec. 3506(c)(5) of P.L. 96-511 (Paperwork Reduction Act).

Ralph P. Conlin
Contracting Officer